

Pend Oreille County Library Strategic Communication Framework July 19, 2006

I. Goals and Outcomes

Goal:

The Pend Oreille County Library District is an integral community member and is seen as a highly valued asset that the Pend Oreille County community enthusiastically uses and supports.

Objectives:

- The community is aware of the Library's programs, services and resources.
- The community seeks out and uses the Library's programs, services and resources.
- Key civic, cultural and educational organizations see the library as a critical partner in their own success and seek out opportunities to affiliate and align themselves with the library.

Outcomes:

- 10 percent increase in the number of patrons from within the district using the library's services, resources and programs from October 2006 – October 2007
- 10 percent increase in program attendance to be accomplished by end of the first year after implementation of the plan
- 10 percent increase in database usage from the library's webpage from October 2006 – October 2007
- 10 increase in reference questions asked through Ask/Us 24/7 online service

II. Audiences

Primary:

- Families
 - ♣ Parents

- Parents with young children at home
 - Pre-school & elementary
 - Parents with older children at home
 - Middle school & High school
 - The Home schooling community
- ♣ Children
 - Elementary, middle and High school students
- Local educators/schools
 - ♣ Area schools including Idaho
 - ♣ Area schools including public and private
- Civic/Governmental Organizations
 - ♣ Town Councils
 - ♣ Mayors and City Administrators
 - ♣ County Commissioners
 - ♣ Rural resources
- Local Business Leaders and organizations
 - ♣ Emerging/new businesses (daycares and others)
 - ♣ Chamber of Commerce
 - ♣ Kiwanis
 - ♣ Rotary Club
- Nonprofit and Social Service Community
 - ♣ CREATE
 - ♣ Cutter theater
 - ♣ North woods performing arts
 - ♣ Clinic
 - ♣ Hospital – Newport, new baby package

Secondary:

- Business Community
 - ♣ Granges
 - ♣ Mining company
 - ♣ Boundary Dam
 - ♣ Mill
- Kalispell Tribe
 - ♣ Educational center (Cusick)
 - ♣ Individuals involved with grant
- Churches/Faith-based Organizations
- Nonprofit Community
 - ♣ Nursing home
- Adults
 - ♣ Recreationalists and hobbyists (knitting, automotive buffs, readers, etc)

III. Messages

Key messages are the themes that drive all of our communication—they don't represent the exact words that must be used, only the ideas that need to be communicated. These ideas may be communicated through examples, statistics, and storytelling even through photography. Your key messages are categorized into three basic groups:

- What—what is the library, what do you do?
- So what—how does it affect me, why should I care?
- Now what—deliver a call to action, what do you want the audience to do?

In every interaction you have with any audience, you want to be able to deliver all three messages.

What

The Library is a community center where the people of Pend Oreille County can get connected to information, recreational and educational programs, materials and each other.

So What

The Pend Oreille County library makes life easier, saving you time, helping you meet your needs and being a place to get answers to your questions. The library provides connections to your neighbors, community services and the world around you.

Now What

Get to know your library and all the things we can do for you:

- Visit us and meet the staff
- Go to our web site
- Check out a book, videos, cds or other materials
- Check out our programs
- Call or email us
- Information is available 24/7
- We can show you how to use our resources
- Help us, help you. Lend us your support.

IV. Strategy

Strategy summary:

- Identify and pursue opportunities to communicate information about library services and values to key community groups
- Identify and engage “Champions” as advocates for the library throughout the county
- Create/strengthen partnerships with key organizations and businesses
- Continue existing promotional efforts supporting library programs

Strategies, tactics and deliverables are detailed below. Each tactic is ranked A (must be done immediately), B (must be done but can wait, or C (optional but should be revisited later).

A. Strategy: Identify and peruse opportunities to communicate information about library services and values to key community groups

1. **Tactic:** Form speakers bureau to present information about services, resources and programs

Priority: A

Lead:

Actions	When	Resources Needed
Identify presentation opportunities to community groups, including: <ul style="list-style-type: none"> ○ Rotary Club ○ Area churches ○ Kiwanis ○ Lions – (perhaps Johnnee has connection) ○ Schools.– Teachers, Kids, Parent Association (Newport), Booster club ○ Seniors – Hospitality House ○ Fire Departments/Districts ○ Community College ○ City Councils ○ Rural Resources ○ HeadStart teachers, administrators, staff ○ Chamber of Commerce 	August '06	
Prioritize top 5 opportunities to be acted upon within first six month plan implementation timeframe	August '06	

Begin scheduling presentations	September '06	
Create evaluation matrix to track interest level, questions, comments, next steps	September '06	
Determine which organizations the library should present to on a regular basis (every year, every other year etc)	One first year of presentations are complete	

Tools:

- Create set of materials to support presentations:
 - Basic talking pts (script etc)
 - PowerPoint present
 - Hand out (or identify existing handouts, bookmarks, posters or brochures to be distribute)

2. Tactic: Staff serve as library ambassadors throughout their own communities

Priority: A

Lead:

Actions	When	Resources Needed
Provide training for staff to facilitate their comfort and ease with outreach (and marketing effort in general). Offer: <ul style="list-style-type: none"> ○ A set of open ended questions for staff to use to spark conversation with groups or individuals in their own social networks ○ Talking pts for how to answer questions about the library ○ Staff meeting and reinforce through internal communication vehicles to guide individuals in their interactions with the community 	September '06	

In daily personal interactions, staff will leverage personal history, relationships and visibility to gain more attention for and generate more inquiries about the library	Beginning in September '06 and continuing indefinitely	
Add information to above evaluation matrix to track interest level, questions, comments, next steps	September '06	

Tools:

- o Create "Ask me about the library" buttons/stickers to be worn by all library staff, volunteers and friends

B. Strategy: Identify and engage "champions" as advocates for the library throughout the county

1. **Tactic:** Identify and engage 15 key individuals who are supportive of the library

Priority: A/B

Lead:

Actions	When	Resources Needed
Brainstorm initial list of core individual supporters from the County	October '06	
Identify specific opportunities for assistance that these champions could be asked to consider advocating on your behalf for	October '06	
Create short list of questions/discussion agenda for initial approach to potential champions, including: <ul style="list-style-type: none"> o Library needs o Potential relationships and opportunities they can identify from their perspective and experience o Request their help as a "library champion" with promise of limited number of requests/commitments 	October '06	

Set up initial one-on-one meetings with core list of potential champions and enlist support	November '06	
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2. **Tactic:** Conduct outreach to identified individuals

Priority: B

Lead:

Actions	When	Resources Needed
Set up initial one-on-one meetings with core list of potential champions and enlist support	November - December '06	
Once initial conversation and cultivation has occurred continue to periodically "update" champion about successes, changes, and needs.	ongoing	
Add information to above evaluation matrix to track interest level, questions, comments, next steps	Ongoing	

Strategy C: Create/strengthen partnerships with key organizations and businesses

1. **Tactic:** Development ongoing robust partnerships with key community organizations

Priority: A/B

Lead:

Action	When	Resources Needed
Identify partnership opportunities with the following targeted community groups and institutions: Tribe - Cross Programming Schools - (following on the library grant program) o Churches. o Ladies group	August '06	

<ul style="list-style-type: none"> o Ministerial Group o Camp Hospital – New Born Program Theater and other arts groups Extension Service Rural Resources Community Colleges Daycare & Head Start program community City Councils County Commission		
Prioritize top three partnerships for the next six months, and three more over the next year as these partnerships mature/clarify as active or passive relationships.	August '06	
Schedule initial exploratory meetings with prioritized partner targets.	September '06	
Add information to evaluation matrix to track interest level, questions, comments, next steps	Ongoing	

2. **Tactic:** Create “Proactive Partnership Pilot” effort to develop tangible success/relationship to leverage for further outreach and to demonstrate value and potential of library services to peer audience.
Priority: B
Lead:

Action	Begin	Resources Needed
ID organization or business that represents strong potential for contact (because they're new, are a close contact or have an obvious need that the library can meet.)	October '06	
Make contact and start conversation: Ask questions/create a dialogue with contact. Questions should revolve around helping to answer basic immediate needs of contact, such as:	November '06	

<ul style="list-style-type: none"> ○ Markets or population groups as customers/patrons ○ Emerging trends in their market segment or field ○ Information networking opportunities ○ Access to public services within the library ○ Basic computer and research tutorials 		
Leverage surveys/research to get ideas and testimonials from comments to use to market the pilot partnership opportunity (should be used for other outreach materials as they emerge)	October '06	

3. **Tactic:** Create website linking effort to get Library website to appear on and be linked from the websites of community partners and other connection opportunities.

Priority: B

Lead:

Actions	When	Resources Needed
Assemble list of organizations and institutions that currently link to County Library site, add other organizations identified in Partnership strategy and brainstorm others that the Library could benefit from linking to.	November '06	
Approach key contacts/decision makers within these organizations to request a library link on their website, and preferably on the home page	November '06	
As the library continues to build relationships, this list of organizations that host a link should be augmented.	Ongoing	
Approach library IT support about developing/refining the meta-tags that search engines use to identify the library during their processes.	Ongoing	

D. Strategy: Continue existing promotional efforts supporting library programs

Priority: A

Lead:

Actions	When	Resources Needed
Maintain existing advertising schedule, event participation, poster placements, brochure distribution and updates of new features on website and at branches.	Now and ongoing	
Include mention of 24/7 program in all promotional materials as example of resources available (for materials already produced, consider adding a 24/7 sticker with highlight of website location of 24/7)	Now and ongoing	